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Radio Round-up

on food

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, Oct. 1 '43

POINT VALUE CHANGES IN BLUE STAMP FOODS

If at first glance you thought that the changes in blue stamp values would have us "Singing the Blues"...look again. You'll note that although there are nine increases against four reductions, the four foods reduced in point values sell in much greater quantity than those on which point values have been raised. Therefore, the consumer can be said to benefit to a great extent.

The "Downs" and "Ups" in Point Values

The 8th table of point values for processed foods, effective Sunday, October 3, shows the following decreases: Canned green or wax beans, down 2 points; two popular varieties of canned corn, down 3 and 4 points; dried peas or lentils, down from 1 point to no points per pound...in other words, ration-free. The increase in canned or bottled foods are as follows: Red sour cherries, up 11 points; apricots, and all cherries except maraschino-type, up 9 points; figs, grapefruit

U.S. Department of Agriculture

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and plums or prunes, up 8 points; asparagus, up 4 points; mushrooms, up 2 points; bottled grape juice, up 3 points per quart.

Reasons for Changes

As you all know, fruit crops are short this year, and military needs are heavy. The decided increases in point value are necessary if we're to have a fair distribution of the canned supply. The upward change in the point value of grape juice reflects the results of the recent order, by which much of our grape supply was diverted into the making of jams, jellies and preserves. We mentioned this recently in Round-Up, explaining that the purpose was to provide plentiful spreads for bread.

The two-point rises in processed vegetables are confined to items which are not widely used...asparagus and mushrooms. These are considered by the trade semi-luxury foods, and had been selling more rapidly than was justified by the limited supply. Beans and corn, on the other hand, are classed among the "Big Four" in canned vegetables. The other two are tomatoes and peas. Reductions in point value of any of these are important to the consumer.

This year's crop of peas and lentils is the greatest on record, and this fact is indicated by the removal of dried peas and lentils from rationing. The large crop of dried beans makes it possible to continue these at the low value of 2 points a pound. This is the time of year when baked beans, split pea or lentil soup, or any of those delicious, hearty dishes made from these foods seem particularly suitable. You'll want to include them from time to time in the menus you suggest.

Blue Stamps X, Y, and Z Good October 1

The last three blue stamps in War Ration Book 2 became effective on October 1 and will continue through November 20. You might remind your listeners that blue stamps U, V, and W are not valid after October 20.

POINT VALUE CHANGES: BROWN STAMP FOODS

The 7th official table of consumer point values for meats, fats, oils and dairy products went into effect on Sunday, October 3, and will continue through October 30, 1943. There are several important changes, both upward and downward, and we believe you broadcasters can make suggestions which will help your listeners to adjust themselves to these changes. First of all, don't forget that now's the time to stop talking about "red stamp foods", since the last of the red stamps expired on October 2. Tell your listeners to destroy any of these which they may have left over. The "brownies" from War Ration Book Three are the stamps to use for this ration program from now on.

Butter

The big news, for most of us, is that points are up again on butter. Creamery butter has been increased from 12 to 16 points per pound; farm or country

butter from 6 to 10 points; process butter remains unchanged, at 4 points. You'll probably want to mention, if you haven't done so already, that there's always a decline in the amount of butter made at this time of year. Therefore, the increase in point value is a natural result. You might also like to mention again that October 1 was the date on which the government stopped taking butter, under the set-aside order, so that all the butter produced now goes into civilian channels. The heavy consumption of butter near producing areas has created shortages in some parts of the country, of course. While it won't mean any more butter on the tables of the people listening to you, perhaps it will help them to accept these shortages more philosophically if they understand the reasons. We suggest that you give some of those butter-stretching recipes which all of you must have in your files. You might also make suggestions about the value of meat drippings as shortening and flavoring.

Beef, Veal and Lamb

The standard cuts remain unchanged in point value...which is welcome news, unless you had your mind made up that they were coming down. OPA points out that while the general meat supply picture is expected to improve in October, most of the anticipated increase will be absorbed by heavier government requirements. If point values were reduced, naturally we'd all buy more meat, and the object is to keep civilian consumption about the same. There is a change in the point value of variety meats, however. Brains and kidneys of all three classifications become point-free...and so do beef tails and tongues. There's a reduction of one point each in veal heart and tongue, and of lamb-mutton liver and sweetbreads. Therefore, you can be very helpful by suggesting menus which make use of these popular variety meats.

Pork

It will come as a surprise to some that 8 of the standard pork cuts are increased 1 or 2 points a pound...steaks, chops, roasts and spareribs. Government requirements for pork are expected to be much heavier than during September. In addition, not as much pork was produced during the early part of September as had been anticipated. There is a welcome change in the case of pork variety meats, however, brains, chitterlings, ears, kidneys, tails and snouts all become point-free. Some of these go mainly to industrial users anyway, but those which are available to consumers become more attractive than ever.

Ready-to-Eat Meats

The following meats become a real point-value now, as they're removed from rationing entirely: Ready-to-eat pigs feet, (bone in), brains and pigs feet in tin or glass containers. Canned lamb, pork and veal tongue has been reduced 2 points in value, though beef tongue has gone up 1 point. The homemaker who has a job outside her home will appreciate the reductions on the ready-to-eat and canned meats.

Cheese

The 1-point increase in cheeses under groups 2 and 3 is also an indication of a seasonal reduction in the amount produced, just as in the case of butter. Group 2 cheeses, cream cheese, neufchatel, creamed cottage cheese

(containing more than 5 percent butterfat), and cream spread...are now valued at 3 points a pound. Group 3 cheeses...such as Swiss, Bleu, Camembert and Munster...have gone up to 6 points a pound. This means that you should stress the fact that cheese is an important food and should be considered as more than an accessory to a meal.

She's probably heard this before, but we don't think it can be said too often to the American homemaker, that food rationing is a challenge to her ingenuity as well as to her patriotism. Also, she shouldn't lose sight of the fact that it's her assurance of a fair share of our food supply.

THE COUNTY WAR BOARD

Here's the third in an informational series designed to answer any questions you may receive (or which you may have been asking yourself), on various county agricultural activities. We started with the work of the county agent, continued with an outline of the work of the home demonstration agent, and are rounding out the picture with information about the county war board.

Q. Just what is the County War Board?

A. Its full name is the County United States Department of Agriculture War Board, which, of course, makes plain the general nature of its activities. The farmer elected annually by farmers of the county as Chairman of the County AAA Committee is ex-officio chairman of the War Board. The War Board membership comprises the county agent, and representatives of federal farm agencies which have officers in the county...FDA, Farm Security, Farm Credit, and others.

Q. What are the functions of the County War Board?

A. It coordinates the work of the various Department of Agriculture agencies in each county, so that they can be of maximum help to farmers. The purpose is to assist farmers to use their production facilities to the best advantage to meet their production goals. For instance, the War Board handles the farm-to-farm canvas, which is made early every year, before spring planting. This consists of a personal call on each farmer, to give him a picture of what is needed in all types of foodstuffs, as well as to figure in a general way what the county should produce. Together the farmer and the representative of the County War Board work out what that farm can best contribute to war needs for food and fiber. In this way, the farmer gets a good idea of what the nation needs, what farmers all over the county are doing, and what he can do to help the state and nation farm production goals. This is what's really behind our huge farm production. It doesn't just happen, you know.

Q. Does the County War Board have anything to do with rationing?

A. Yes, in that the county farm transportation committee (chairman of which is also the War Board chairman) makes recommendations to the War Price and Rationing Boards as to the individual farmers needs for gasoline and tires. This committee includes 2 or 3 farmers and a trucker, or dealer in supplies.. people who are familiar with the farms of the county, their size, and requirements. This committee is often instrumental in organizing transportation pools, which have helped greatly in conserving gasoline and rubber. The recommendations of the farm transportation committee are also helpful to the ODT in issuing the certificate of war necessity which every farmer is required to have to govern the use of his trucks. The War Board handles

thru the county farm rationing committee the job of farm machinery rationing.

Q. The activities of the County War Board seem rather varied...do they cover anything else?

A. Yes, the members of the County War Boards are, in general, the local Administrators of War Food Production programs. Price supporting measures come under their jurisdiction...the new dairy subsidy program is an example of one which will be handled by the War Boards. War crop loans go through the War Boards too...those are made, as you may know, to encourage farmers to grow crops particularly important in wartime...soybeans, flax, peanuts, and some others. Government feed and seed distribution programs also are under the supervision of County War Boards...as are many other war programs directly affecting farm production.

We hope this series of questions and answers will be of interest and value to you, either in answering questions from listeners, or as background information.

EGG PRIORITIES FOR HOSPITAL

Patients in civilian hospitals are protected against any possible local egg shortages by a priority system just established by the War Food Administration. Even though egg production for 1943 is the highest in history...the average is about 346 eggs annually per person...there's always the chance of a temporary scarcity in some areas, due to transportation and distribution difficulties. Priority certificates will be issued by regional offices of FDA, if and when hospitals have exhausted all other means of obtaining eggs. Only civilian hospitals are eligible under this system...military hospitals are taken care of under a different plan.

FOOD DISTRIBUTION ORDER 82 - WALNUTS

This new FDO, effective October 2, has been issued by the WFA in an effort to help fill the heavy demands for walnut meats. They're widely used in candy making, you know, and in the baking and soda fountain supply industries. It's been found that candies containing nuts sell in large quantities to service men at post exchanges, and there is also a strong civilian demand for shelled walnuts.

Under the provisions of the order, one-sixth of the unshelled walnuts which meet certain grades of quality and size, offered for shipment from Washington, Oregon and California, are to be set aside for shelling. These standards are the ones set up for what are termed "merchantable" walnuts. Ordinarily, low quality nuts are shelled commercially, and the defective meats sorted out as they are prepared for market. Because of the present requirements, however, there would be a tendency to ship some of these low-grade walnuts in unshelled form, if there were no such provision.

This country ordinarily uses about 21 million pounds of walnut meats. Last year 9 million pounds were carried over from the preceding season, but these have been used up. Although the walnut crop is slightly larger this year than last, the total supply of meats is expected to be about one-fourth less than in 1942. This is due to three factors...the lack of the carry-over, the shortage of imported nuts, and the heavy wartime demand.

IRISH POTATOES, VFS

It might stand for "Irish Potatoes, Very Fine Spuds"...actually those initials stand for "Victory Food Selection"...and that's what Irish potatoes have been named, for the period from October 21 to November 6. Roy F. Hendrickson, Director of Food Distribution, points out that farmers have done a great job of potato-raising...they've produced the largest potato crop in history. He calls on homemakers, food stores, restaurants and producers to get together and conduct an intensive campaign on potatoes at that time. This should carry on throughout the fall, of course, and you broadcasters can be of tremendous help, by telling people to buy and store more potatoes than ever.. There's lots to say about potatoes... you know a good many things, of course...but we'll round up a few ideas and pass them on to you during the next couple of weeks. One thing...do remember that VFS stands for "Victory Food Selection" not "Special", the term used last year.

MILK SALES UNDER FEDERAL CONTROL

Monday, October 4, federal control over fluid milk sales goes into effect in certain eastern and midwestern areas. The purpose of this program, as we've told you in recent issues of Round-Up is to make enough milk available for the manufacture of butter, cheese and other dairy products required by civilians. The idea of putting this control into effect at the dealer level is, of course, to avoid consumer point rationing of milk. Briefly, here's the way in which it will be handled: milk dealers in these areas will be allowed to sell as much fluid milk each month as they sold in June of this year...that was the month of highest production. Cream sales will be limited to 75 percent of the quantity sold in June... and the same percentage will be allowed for sales of milk by-products, such as cottage cheese, chocolate milk, and buttermilk.

The first cities to be placed under this new control plan are Baltimore, Washington, Roanoke, Richmond and the Norfolk-Portsmouth-Newport News area in Virginia; Cincinnati, Toledo, Dayton, Canton, and Cleveland in Ohio; Chicago, the Omaha, Nebraska-Council Bluffs, Iowa area, and St. Louis. It is expected that similar control will be extended to all other cities of at least 100,000 population by November 1, and later to smaller centers of population.

FOOD DISTRIBUTION ORDER 26 REVOKED

Following our policy of keeping you informed about Food Distribution Orders, we're listing the revocation of FDO #26, although you probably have heard about it by this time. The order, in effect since April 1, has required all livestock dealers (except farmers) to obtain permits to buy and sell livestock, and to keep records of their operation. It was needed to supplement the quota system regulating the deliveries of meat to civilians. The quota system has been suspended, in an effort to simplify the meat management program and bring about a more equal distribution of meat. Therefore, it is no longer considered necessary to have the dealer-permit order in effect.



Radio Round-up

on food...

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, Oct. 9, '43

HOW FOOD IS FIGHTING IN ITALY

During the early days of the Italian Invasion, it's reported that American soldiers ate just as well as they did in their training days back home. That is certainly one of those miracles of modern warfare we're always hearing about. This was due to the thorough advance preparations which were made on the assumption that neither food nor water would be available to our men when they landed in Sicily. Incidentally, these plans included the food which would be needed to feed the liberated civilians as well as American soldiers....a far different policy from that followed by Nazi invaders.

Three thousand ships took part in the first crossing from North Africa to Sicily, and a great many of them were filled with food which had been waiting in warehouses along the North African coast just for this invasion...and with the vitally necessary drinking water. This was food right from America ...grown on our own farms ...canned and dehydrated in American processing plants...delivered by American merchantmen. Why not remind your listeners that this is where some of the food turns up which they can't find in their groceries. When somebody in the family wisecracks..."well, what aren't we having for dinner tonight?"...you might tell this person that whatever it is, it may be feeding an American boy in Italy...or on

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another of the world-wide fighting fronts. Perhaps it's forming part of the "K" Ration, used primarily by flyers, paratroops, and tank fighters, which lacks bulk, but is satisfactory for short periods of time, or maybe it's appearing in the "C" ration, which furnishes bulk as well as adequate nutrition, and is designed for the early stages of invasion. Then there's the "B" ration, which contains a number of dehydrated products...this ration comes into use when the military situation is under better control... "well in hand", as the marines say. All these rations were in use in the Italian invasion. To make sure that there's always enough for such movements...plus a reserve to cover ship sinkings and other losses...the army keeps on hand approximately a 273-day supply of food for each soldier overseas. Part of this will be in storage, of course, and part in transit. This food for fighting men amounts to less than 14 percent of the total food produced in this country in 1943. That's a figure to remember when somebody begins telling you that "all the food is going to the army".

Many people complain that we're pampering the people of the countries which we invade...catering to their preferences in food, and all that. Well, when you get right down to it, giving people the kind of food they like and are accustomed to eating is better insurance against waste than it would be to disregard their preferences... The Office of Foreign Relief and Rehabilitation Operations has been making food habit studies of various nations for several months. The diet we're furnishing liberated Italians is based on these studies, and it will include enough spaghetti and macaroni for subsistence, dried soups, cereals, soya products, some canned meats, lard, and supplies of squid, a fish extremely popular with Italians. They're not heavy meat eaters, so very little of our meat supply will go to the people of that country. Incidentally, WFA estimates that only a very small percentage of the Lend-Lease food will go to feed civilians of Italy and Sicily this year. Lend-Lease takes approximately 10 percent of our 1943 food supply.

Before the war, Italy was practically self-sufficient with regard to food. Our plan of rehabilitation will make them so again as rapidly as possible. This will include the provision of seed, fertilizer, tools, fuels and lubricants, even the replacement of oxen and horses when possible. It is hoped that all the allies will benefit from this program...that Italy eventually will be able to feed not only its own people, but help feed the allied armed forces, export some food to Great Britain, and to other liberated areas.

MORE ABOUT POTATOES...THE VICTORY FOOD SELECTION

As we told you last week, Irish potatoes are the Victory Food Selection for the two weeks from October 21 to November 6. You'll want to feature them often in your broadcasts immediately preceding and during that period. And don't stop the good work at the end of the two weeks. The fall potato crop alone is estimated at 360 million bushels...that's 73 million bushels over last year's fall crop...almost as large as the entire 1942 harvest, in fact. There'll be plenty of potatoes to meet military needs, and leave more than usual for civilians.

Storage Is a Problem

Storage is the immediate problem, as it's important to get the potatoes under cover before really cold weather comes. Commercial storage is crowded, and for this reason restaurants, processors, handlers of all kinds, and homemakers who have a suitable place for storage, are urged to buy and store as many as they can for later use. In the September 11 Round-Up we gave information about home storage of potatoes, you'll remember. Don't suggest this without presenting some facts about the way to do it...we don't want anybody to waste food by storing it improperly.

Potatoes and Vitamin C

You know a good deal about the nutritive value of potatoes, we're sure, and we've talked about that in fairly recent issues of Round-Up. There's one point, however, which you might like to stress, since it concerns the very important vitamin C, the anti-scurvy vitamin. The percentage of this vitamin in potatoes is not large; yet, because they're usually eaten regularly and in fairly good quantity, they may contribute a good share of your daily vitamin C requirements. This, as you know, is a vitamin which cannot be stored in large amounts by the body...a regular daily supply is necessary. Suggestions about interesting ways to cook and serve potatoes might well form a feature of your programs during the two week period of the Victory Food Selection. We'll try to give you some in Round-Up during the next few weeks.

A PIECE OF PIE...AND MAKE IT CARROT

Don't be surprised to find carrot pie on restaurant menus almost any time now. It's likely to become a frequent entry if it proves as popular with civilians as it has been with soldiers. The Quartermaster's school for cooks and mess sergeants at Camp Lee, Virginia, has originated a recipe for this new dessert, and FDA's Restaurant Division is making this recipe available to restaurants. No doubt many people will want to try it, not only because it's new, but because it's something that the men of our armed forces are eating.

Incidentally, carrot pie will serve the important purpose of using up some of the dehydrated carrots which have been released to civilians. Before you start telling your listeners to go to the grocery and buy some of the dehydrated carrots, let us explain that these and dehydrated sweet potatoes are available only to restaurants, hotels and hospitals. There aren't enough for general retail sale.

Do you remember Food Distribution Order #30, which reserved dehydrated vegetables for war needs? Well, the production of carrots and sweet potatoes exceeded war needs, and an amendment was issued to permit their sale to civilians. They should be of considerable help to large users, not only in adding to their rations of processed vegetables, but in saving labor in kitchen preparation, and in simplifying storage and transportation problems. They're suitable for use in many recipes calling for cooked carrots or sweet potatoes. So here's hoping we'll soon have a

chance to top off dinner in our favorite restaurant with a serving of that new wartime dessert, carrot pie.

CASTOR OIL IN THE WARTIME PICTURE

Castor oil, like many other products, has gone through a number of wartime changes. When you were a kid, you probably never thought of castor oil except as "that awful stuff" your mother made you take. You probably never knew that castor oil had industrial uses. Now, however, it is more important than ever, and is widely used in protective coatings for airplanes, food containers, guns, ships, and other materials of war.

Because of the wartime importance of castor oil, and with supplies limited, last spring the War Food Administration restricted it to military and only the most essential civilian use. Recently, however, inventories have risen from an all time low to a satisfactory level. Due to this, the War Food Administration has announced the relaxation of restrictions on the use and delivery of castor oil during the next three months. This means it can be used in the production of such civilian goods as raincoats, shoes, paints, varnishes, and printing inks.

AMENDMENT TO FDO 18.3 (TEA)

A recent Amendment to FDO 18.3, will bring an increase in the amount of tea for civilians. Quotas for tea packers and wholesale receivers have been increased one-fourth for the current quarter. Also, tea may now be packed in the popular 1/2 pound size, as well as in the 1/4 pound and 1 3/8 ounce sizes previously permitted.

HALT THOSE CLEANSER COLLECTORS

Maybe that's the way they think of themselves, but they're just soap hoarders to us. A good many people regard that stock of soap in the cellar as just "a reserve supply". Probably they'd be surprised if somebody told them that heavy commercial stocks of soap were carried over from 1942, and if it hadn't been for hoarding by consumers probably there would have been enough soap to meet average needs. The same unfounded rumors which actually create shortages of certain items every once in a while are to blame for the shortage of soap on many a dealer's shelves these days.

How Much Soap is 22 Pounds?

You'll remember that an item appeared in Round-Up a couple of weeks ago regarding the new program announced by WFA. Under this a 28 percent increase in soap production for civilians is expected, which means 22 lbs. per person instead of the present 17 lbs. Additional fats and oils being made available to manufacturers will bring this about. Since then we've done a bit of figuring and we think perhaps you'd like to know what that 22 pounds per person equals. In terms of soap chips or flakes, it's 16 large packages. Most large packages weigh 22 ounces. In the form of laundry soap, it means a bit more than 35 bars averaging 10 ounces

each. When it comes to toilet soap, that 22 pounds becomes approximately 34 cakes. On an average, those weigh 3 3/4 ounces. And remember this, that total of 22 pounds is the anticipated average for each member of the family. Sounds as though we'd be able to keep clean, doesn't it? How the soap supplies will be divided up depends on each individual family, its personal preferences, whether the washing is done at home, and all that.

Tell Them the Facts

Perhaps you can discourage some of the soap-hoarders if you tell them these facts. Point out that it's up to all of us to keep the soap situation under control, not to repeat the rumors that start people on a career of over-buying, and to make careful use of the soap we do buy.

LATE NEWS ABOUT WAR RATION BOOK 4

As we told you in Round-Up on September 25, War Ration Book Four is just around the corner. Be sure your listeners understand that they'll have to go to the schools to get it. None will be mailed out. The actual period of distribution has been announced by OPA as from Monday, October 18th, through Saturday, October 30. The exact dates and locations will be announced locally for each community, of course. Here are some of the details which everybody should know:

Who Gets War Ration Book Four

One adult member of each family, residing at the same address, must go personally to the place of registration, and may get the new books for the whole family. Individuals residing alone or in boarding houses must also apply in person. Members of the armed services who eat at home will make application just the same as civilians. War Ration Book Three must be presented for each person for whom the new book is requested. This will serve as identification and will show that the names have been entered on the master files. Book Three should not be presented for any person in the armed services, or for anyone else not entitled to Book Four. A simple application must be filled out by applicants giving the full name, address and sex of all persons in the family group.

No Consumer Declaration Required

OPA announces that there will be no declaration by consumers of stocks of commercial or home canned foods on hand. You will recall that when War Ration Book Two was distributed, those who had excess stocks of canned goods on hand had stamps which could be removed. This was noted on the cover of Book Two, and it was planned to take the remainder of the points owed from future books. It has now been decided, however, to remove no stamps from Book Four for any purpose. After long discussion and debate, OPA has decided that the great increase in work which this would require of the volunteer registrars would be out of proportion to the net gain to the population. OPA figures indicate that the excess stocks held by consumers, after the deductions had been made from War Ration Book Two, amounted to less than 1/7 of a can per person.

Green Stamps and Sugar Stamp No. 29 Go into Use November 1

Be sure your listeners understand that the green stamps in the new book become valid on November 1st. They will be used for the purchase of processed foods, and will take the place of the present blue stamps. The last group of these, X, Y and Z, expires on November 20, so there will be a period, from November 1 to 20, during which both the old blue and the new green stamps can be used. We'll give you more information about the green stamps next week. You probably won't want to take a chance on confusing your listeners by telling them all the details as early as this.

Sugar stamp No. 29 also becomes valid on November 1, and remains in effect until January 15, 1944. It is good for 5 pounds of sugar.

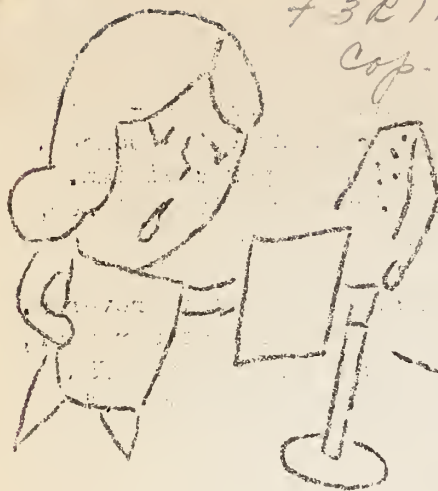
Those Red and Blue Tokens

You'll doubtless receive some inquiries about the red and blue tokens which are to be used as change for the red and blue stamps. Since these will not go into use until after the first of the year, when the red and blue stamps take the place of the brown and green respectively, you probably will want to wait a while before making detailed explanations. The present plan is to assign a value of ten points each to the red and blue stamps, OPA states, but more information will be available soon regarding this, and about the tokens, and we'll pass it on to you.

Reminder:

You'll find a general description of the physical appearance of Book Four in that September 25 story in Round-Up.

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Radio Round-up

on food...

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA. Oct. 15, '43

WHO SAYS WE'RE SENDING ALL THE FOOD ABROAD?

If people are asking you every once in a while what you think about all the food we're sending out of the country in those Lend-Lease shipments, here are some recent figures which will interest you.

Lend-Lease food exports during the first eight months of this year, on an over-all basis, expressed in terms of dollar value, amount to about nine percent of our total food supply. 1942 exports were approximately six percent of the available supply. Here are the figures on some of the most important foods:

Milk products - less than 3 percent; Butter - 1 percent; Cheese - 11 percent; Beef and Veal - 1 percent; Lamb and Mutton - 12 percent; Pork - 15 percent; Canned Fruits and vegetables - 1 percent; Dried Fruits - 21 percent; Dried Beans and Peas - 11 percent.

Putting it on a more personal basis, here's what the Lend-Lease shipments of butter and meat meant to each of us civilians in this country, in relation to our own personal three meals a day.

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The butter we shipped to our Allies would have amounted to only one-tenth of an ounce weekly apiece... the beef and veal, three-tenths of an ounce.. Pork, the relatively high quantity of five ounces per week per civilian. Perhaps if you pass this information along to your listeners, it will keep some of them from feeling too sorry for themselves.

We've just received some news about the way Lend-Lease operates in reverse. The U.S. Army is getting approximately 700 million pounds of meat per year, carcass weight, from Australia and New Zealand. In the words of the FDA official who gave us this information "That's a heck of a lot of meat."

NEXT THURSDAY IS "POTATO DAY"

Now's the time to start talking potatoes in earnest...next Thursday, October 21, is the opening day of the promotion of potatoes as the victory food selection you know. Beginning then and continuing through Saturday, November 6, we hope you'll make use of all the information you have, or can acquire, on potatoes. We've covered the size of the crop, the value of potatoes in the diet, and storage problems, in recent issues of round-up.

Here's some news, though, from the Agricultural Research Administration laboratories about potato-cooking tests they've been making. It's been found that boiling them in the skin saves the most vitamin C and thiamine.. You'll probably want to tell your listeners this. It would be well to stress the fact that boiling potatoes is the first step in many other methods of preparation and serving.

Change Your Style Once In A While

Without any intention of being poetic, we make this suggestion for you to pass along to the homemakers in your audience. There's really no excuse for boring the family with potatoes fixed the same old way when there are literally dozens of styles of cooking and serving them. We counted the potato recipe in one of the well-known cook books and found that there were 53. And a leaflet somebody told us about recently lists 99. The cook book library that most of you broadcasters have will give you many good ideas... Be sure to keep wartime shortages in mind when you're choosing them, of course.

If You're Counting the Calories

Remember, it's usually the food you add to potatoes which runs up the calories. While they're a starchy food, it's true, potatoes run only 385 calories to the pound. Compare this with white bread for example, which contains 1185 calories per pound. Take a medium sized potato, about five ounces in weight, say, containing about 100 calories. Well, the cubic inch square of butter many people used on it in prewar days has just as many calories. Two small slices of bacon have the same value...so have 3 small pieces of candy. It's really only fair to potatoes to consider them in relation to other foods if you are "calory conscious".

The Bakers Are Back Again

The Idaho branch of the Irish potato family, we mean. The folks who swear by the delicious, mealy, baked potato will welcome them with delight. In lieu of the big chunk of butter we used to tuck into the top of those man-sized potatoes, you might suggest serving them with meat drippings, or a good, brown gravy, or a milk sauce tinted a rich, golden yellow. Vegetable coloring will do the job.

We know we can rely on your radio women to make potatoes sound so mouth-watering that people will purchase by the peck.

JUST OFF THE PRESS

The recipe booklet on cooking with soya flour and grits which we told you about in the September 25 issue of radio round-up is out. According to this bulletin, compiled by the Bureau of Human Nutrition and Home Economics, soya products seem to be working overtime these days. Large quantities of soya flour and soya grits are being produced, and although some of these will go for special war requirements, much of the supply will be used here at home. Soya products are especially important because of their high protein content. The quality of soya protein almost equals that in meat, eggs, milk and cheese, and you'll find that soya products are good helpers when supplies of the other protein foods run short. In many meat recipes, soya can take the place of 20 to 25 percent of the meat. This new bulletin suggests a recipe for chili con carne with soya which should taste good on one of these cold fall evenings. There's also a recipe for soya meat loaf, and one for soya meat balls. If you're interested in making fish or eggs go farther, you'll find recipes for soya codfish cakes and soya omelet.

Besides their valuable protein, soya products contribute three B vitamins--thiamine, niacin, and riboflavin. In addition to this, they boast of some iron, calcium, and phosphorus.

Soya grits and soya flour are put up in one pound packages, and in larger or economy packages. In case you're wondering what "full fat" or "low fat" means on the label of soya flour cartons, the pamphlet explains it. Full fat means that after the hull is removed, the bean is processed with all the oil in it. Low fat is made from the processed bean after all, or nearly all, of the oil is taken out.

- Whether you buy soya flour or grits, the pamphlet urges you to follow directions. Although it may seem that the recipes call for too much liquid, remember that soya flour and grits are very "thirsty" foods. Be generous with seasonings in foods with soya added, because the flavor of meat or whatever food you're mixing is made milder. You can count on foods containing soya browning very quickly. The Bureau of Human Nutrition and Home Economics warns us not to expect soya flour to take the place of wheat flour in thickening a sauce or gravy, or to use it as the only flour in bread making. It hasn't the necessary gluten or starch for these tasks.

You'll probably be interested in the recipes and useful information about how this wonder food can help wartime homemakers solve some of their food problems. If you would like a copy of "cooking with soya flour and grits",

we'll be glad to send you one.

BLUE TO GREEN

That's the color change which will take place on November 1, with regard to the ration stamps for processed foods. Those who've spent all their blue stamps will start then using the green stamps from war ration book four. The last set of blue stamps, X, Y, and Z, are valid until November 20, remember, so that there'll be 20 days during which both blue and green stamps will be usable.

The new green stamps are just the same as the old blue stamps, as regards letters, numbers and values. The only difference is in size...they're approximately one-half the size of the stamps now in use. A, B, and C are the first to become valid, of course, and they'll be good until December 20. Tell your listeners there's absolutely no change in the method of shopping. The green stamps will be handled the same as the blues.

As you probably remember, there are blue stamps in war ration book four. Be sure everybody understands these are not to be used until later, however. Leave them alone until OPA gives the green light!

SAFE STORAGE FOR THOSE HOME-CANNED FOODS

We suggest that you warn your listeners against storing home-canned food just anywhere, without regard to the temperature of the storage space. This is a real problem in many modern steam-heated houses, or in small apartments, and so we asked the Bureau of Human Nutrition and Home Economics for a few suggestions.

They say that the storage locker in the basement of the apartment is a good place for home-canned food, provided no furnace flues or hot water pipes run nearby. The garage would be satisfactory for storage if it's cool, but not freezing cold. One precaution against extreme cold is to wrap the jars in several thicknesses of paper, or to store them in the cardboard carton in which the jars were purchased. These, incidentally, are good blackout measures...jars of food should not be left where the light will shine on them steadily...this tends to make the food fade and lose vitamin value.

Don't keep the home-canned food on that high shelf in the kitchen cupboard, the bureau warns. Hot air rises you know, and up there near the ceiling, it's likely to be practically the perfect incubation temperature for bacteria. Even in properly processed canned foods, there may be some bacteria left inside the jar, and you certainly don't want to keep them warm and cozy so that they'll grow.

Those of you who see the New Yorker probably got a laugh off of the cover of a couple of weeks or so ago, showing the lady tucking jars of tomatoes among the hats on the shelf of her clothes closet? That's not far from what some people have been doing, we're sure, and if it happens to be a nice cool closet, we'd say to leave the tomatoes there and park the bonnets somewhere else.

TAKING CARE OF YOUR PRESSURE CANNER

Here's information from the Bureau of Human Nutrition and Home Economics about storing the pressure canner, after it's finished the big summer job of canning victory garden vegetables and fruits...though many homemakers are probably keeping it busy a bit longer canning meat or poultry.

"Before storing the canner, clean and dry it thoroughly. Leave no food or salt deposits on canner as they will pit aluminum, may impair glaze on porcelain enamel, and may cause tinned steel to rust. Smear threads of screw locks with a thin film of vaseline or any salt-free oil, to prevent rust. Crumple newspapers inside kettle to absorb moisture and odors. Wrap cover in a paper to keep dust out of gauge and valve openings, and to protect cover edges. Invert cover on kettle. Never store the canner with cover on right side up."

This will insure your finding it in good condition when the 1944 canning season rolls around.

Incidentally there's a new folder "Take Care of Pressure Canners" AWI-65 recently issued by the bureau, (the above is quoted from this folder), which contains much helpful information about the use and care of canners, together with some grand pictures. If you want a copy, write the regional office of FDA from which you receive this copy of Radio Round-Up.

PROGRAM NOTES

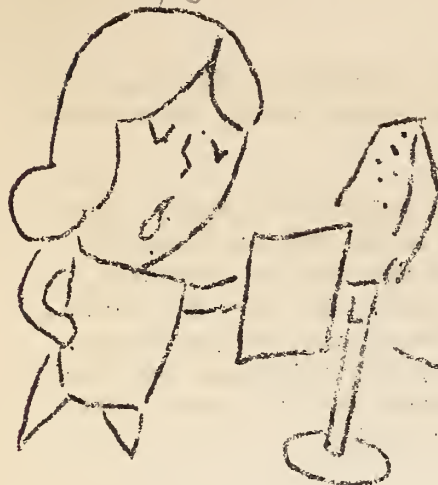
Cooperation on the FFFF Campaign

Good news came from Chicago the other day, to the effect that regional officers of FDA, OPA, and OCD, with the approval of OWI, got together and set up a plan for cooperation in the Food Fights For Freedom campaign during November. The joint regional committee they've formed will eliminate confusion and cut a lot of red tape. Each community is being urged to form a local citizens' food information committee. So don't be surprised if somebody invites you to be on this committee. Radio women seem to us to be logical candidates.

Turkeys Still Going to War

If people are asking you when you think they'll be able to buy a turkey, now that the days are getting cooler and they're beginning to think about holiday dinners...tell them that the army is still the only customer. The turkey embargo order, which was put into effect so that the armed forces could be sure of enough turkeys for the holiday season, will not be lifted until these needs have been met. The quantity now expected to be necessary for shipment to battle fronts is about 12 million pounds. Of this the army to date has obtained only about 3/4. Furthermore, the office of the Quartermaster General has asked for assurance that commitments for from 20 to 24 million pounds of turkey for servicemen in this country will be met in plenty of time to supply the holiday needs.

Reserve
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Radio Round-up

on food...

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, Oct. 22, '43

ANSWERING MILK AND BUTTER QUESTIONS

If you broadcasters live in one of the newly restricted milk sales areas, maybe you've experienced a cut in the amount of milk and cream delivered at your home. This has happened to a great many people (including us) and some of them are asking why. In a Farm and Home Hour broadcast this week, Roy F. Hendrickson, Director of Food Distribution, gave a good answer to the question. Here's what he said:

"Hold the Line" Order

"The milk conservation order does not cut down home or store deliveries of milk, but it is designed to cut down deliveries of cream and other milk by-products. It is not an order to make people drink less and less milk. Rather, it is a "hold the line" order, to check the rise of milk consumption, and maintain it at the June 1943 level. You see, every month more and more fluid milk was being consumed, and production just couldn't keep up with the rise in consumption. The added milk that was bought each month meant there would be less and less milk available for milk by-products. Thus, the order to check this rise. By cutting down on cream deliveries and checking the milk consumption at the June level, consumers are assured that

US Department of Agriculture

FOOD DISTRIBUTION ADMINISTRATION

a certain proportion of the milk will go into milk products. In other words, if all the milk were consumed as fluid milk, there would be no milk by-products.

"Now, as to your milk man cutting you down on home milk deliveries. Your milk man is allowed by this order to sell as much as he did in June. If he has taken on new customers, it may be necessary for him to make some adjustments which will take a little time to work out. He must try also, of course, to take care of new babies, and of nursing and pregnant women. If anyone feels that he has been unduly cut down by his milk man, he should call the milk company, or call the local market agent who is responsible for seeing that the order is lived up to on a fair basis."

Where's the Butter?

In view of the fact that Uncle Sam is taking no more butter and that all the butter produced now is going to civilians, some people are asking why it's still so hard to get butter in many places. Mr. Hendrickson gave a good explanation, part of which we're passing on to you.

"...If butter producers can sell their products right at home, there's a tendency to keep them there, and not ship. Shipping runs up the costs, means more bookkeeping, and during normal years is only a means of selling all the butter. And with people having more to spend, selling all the butter is no problem. So there's the picture...and until the distribution problem is solved, there may be some areas which don't get a fair share of the butter. But that's why OPA put the point value of butter up to 16 points a pound. If the people in those producing areas don't have the points to buy all that butter, more of it will be shipped out to areas where there is now a shortage."

Toward the end of the interview, Mr. Hendrickson was asked why many customers are finding a shortage of cottage cheese in their stores. He replied:

"...Cottage cheese is a by-product of milk, and that great increase in consumption of fluid milk I told you about has been the cause of a cottage cheese scarcity. Under the milk conservation order, cream, cottage cheese and other milk by-products are being cut down so we can keep our fluid milk consumption at the highest levels possible. And those levels have been fixed as of June 1943. When there's only so much milk produced, it's a matter of using it in the way it will do the most good."

How Much Butter for Civilians?

Last June, the month of highest production, the total butter supply was 202 million pounds. 96 million pounds of this were set aside for government use, leaving 106 million pounds for civilians. November butter production is expected to be 110 million pounds. Since none is being taken by the government, however, the total production will go to civilians, giving them 4 million pounds more than in June.

That's the way it will continue for the next five months. Civilians will get all the butter that's made. While the total amount produced will be lower, civilians actually will be getting more during the winter and early

spring than they have since last February, when the butter set-aside order went into effect.

How Much Milk in One Pound of Butter?

Did you know that it takes 100 pounds of milk to make 5 pounds of butter? In the event you don't think of milk in pound-weight, here's an easier set of figures for you. 9 to 10 quarts of milk are required to make a single pound of butter. The relationship between milk and butter makes it easy to understand why both of them become such important commodities in wartime.

RATION BOOK FOUR

We're turning into the home stretch in the distribution of War Ration Book Four. In some sections of the country it's all over. Here's the answer to a question which came up in Washington this week, and if you receive any inquiries, perhaps it will help you to know what OPA says.

A person who's on a traveling job, or just happens to be away from home during the time of registration for Book Four, can go to the nearest Ration Board, wherever it may be. If he has War Ration Book Three with him, this Board will issue Book Four to him, just the same as his home Board would have done.

TIME TO TURN ON THE HEAT

You know, of course, that stoves are rationed, and have been since August 24, do you know why? It's because only about 40 percent of the usual number will be made this year. Over 8 1/2 million stoves were made in 1942, as compared with 3 1/2 million scheduled for 1943. This is because of the heavy war demands for metal and the necessity of using for civilian production only as much as is necessary for urgent needs. The shortage of some fuels in certain sections of the country is another factor which has to be considered in the stove rationing program. The object is, naturally, to distribute the stoves which are made as fairly as possible to the homes where they are most needed.

Practically all domestic cooking and heating stoves are included in the program, which covers the entire United States. It may be that you'll receive some inquiries about this matter, and we feel that it may be helpful to you to have a list of the stoves that are rationed.

1. Coal and wood heating stoves and laundry stoves, (except laundry stoves with built-in water jackets or coils, gas hot plates or laundry stoves.)
2. Coal and wood ranges and cooking stoves.
3. Gas heating stoves and heaters.
4. Gas ranges, gas cooking stoves.
5. Oil and kerosene heating stoves and heaters.
6. Oil, kerosene and gasoline ranges and cooking stoves.
7. Conversion range oil burners. (They are rationed, but are not being manufactured, and their sale is not limited by Board quotas).

Each local War Price and Rationing Board is provided with a monthly ration quota of stoves, so that all sections of the country may share fairly in the

total supply, according to need.

Any person who needs a stove may apply to his local Rationing Board. He will file an application for a stove purchase certificate, and if the Board finds him eligible and if its quota has not been exhausted, the certificate will be issued. Each certificate is good for one stove, and may be used only for the type specified.

NEW FOOD ORDERS

Food Distribution Order 86--Rosin

The purpose of this order is to lessen the quantities of fats and oils which will be required to achieve that 28 percent increase in our soap supply, which we told you about in Round-Up of October 9. The War Food Administration has prescribed adjusted soap formulas which will account for about 9 percent of that increase by requiring a larger use of rosin and other non-fat materials. This order becomes effective on November 1, 1943.

You'll be interested to know that soap prices won't be changed, as long as the serviceability of the soap products is not reduced. This is due to an amendment by OPA of the price controls over soaps.

Warning: Note that this percentage is 9 percent of the original 28 percent increase predicted...not an additional 9 percent. The other 19 percent was provided in an amendment to FDO #42, effective October 14, authorizing additional fats and oils for soap making.

Food Distribution Order #85--Grapefruit

Early shipments of white fleshed grapefruit from the lower Rio Grande Valley Region of Texas have been limited to 20 percent of the total 1942-43 season's shipments, according to the provisions of this order. The limitation is effective from October 15, 1943, to January 1, 1944, and is designed to prevent too much grapefruit from going into the fresh market before processors begin operations. Because of the present heavy demand for fresh fruit, it was felt that a larger-than-usual amount of grapefruit might be marketed during the early part of the season, and there would not be enough fruit left to meet requirements for grapefruit juice and other grapefruit products.

Processing operations do not begin during the first few weeks of the season, and these limitations will help save supplies of the fruit until the canning does start. Then, there's another effect. More grapefruit will be allowed to remain on the trees until they become fully mature. The main purpose of the order is to assure processors enough grapefruit to meet military and civilian requirements, thus providing the preserved fruit for use after the fresh crop is gone.

This FDO also contains provisions for setting aside any quantity of the grapefruit which may be necessary to meet essential requirements for processing. The set-aside order may not be placed in effect, however, until the early part of December, when the Texas canning season gets under way.

SPEAKING OF CITRUS FRUITS

There's an orange glow on the horizon. Florida and Texas oranges should be arriving at many markets in steadily increasing numbers, beginning this month adding to the California supplies. It certainly will be nice to have that breakfast orange juice back again, won't it?

UTILITY BEEF JOINS THE ARMY

As you know, an order already is in effect requiring that 45 percent of all choice, good and commercial grades of beef be set aside for military use. Now it is required that all federally-inspected slaughterers set aside 45 percent of the utility grade steer and heifer beef which comes within the army specifications for this grade. This should reduce the necessity of cutting more deeply into supplies of better grades of beef.

The Amendment covering this requirement became effective October 18. It also provides that 80 percent of the amount set aside is to be prepared for military use as boneless meat. You'll remember that we've already told you the boneless beef story.

CIVILIAN RICE SUPPLY

In order to meet the increased demand for rice this year, the War Food Administration recently announced a method of controlled distribution. Under this system, the states whose people normally eat the most rice will get the largest amount. For instance, the average quantity of rice eaten by a person in the southern states ranges up to 25 pounds a year, while the average for the whole United States is only 5 to 6 pounds per person.

A supply of about 20 million pockets is expected during the year 1943-44. Yes, the word is "pocket". That's a trade term for a hundred pound bag of rice. However, almost half of this must be set aside for government requirements. In addition, about one-sixth of the total rice supply will be sent to other parts of the western hemisphere mainly Cuba and Canada.

The amount of rice which civilians will have this year will be slightly higher than the average consumed between the years 1933-43. Although every effort is being made to fulfill all civilian requirements for rice, production has been increased to meet direct war needs, and it is important to keep civilian requirements near pre-war levels.

INTER-AGENCY COMMITTEE FORMED

A new inter-agency committee on food for workers has been formed for the purpose of providing necessary food to industrial workers. Roy F. Hendrickson, Director, Food Distribution Administration, is the Chairman, and Dr. Robert S. Goodhard, Chief, Nutrition in Industry Division, Nutrition and Food Conservation Branch, Food Distribution Administration, is the secretary. Committee members include representatives of the War Food Administration, War Production Board, Office of Price Administration, and War Manpower Commission.

This committee will recommend and advise on overall policies affecting development of the Industrial Feeding Program. The feeding program will aid in supplying sufficient amounts of food to meet the psychological needs of industrial workers. On-the-job feeding is believed to be the most effective method of assuring adequate kinds and amounts of food for the workers.

S-1219



Radio Round-up

on food...

A SERVICE FOR DIRECTORS OF WOMEN'S PROGRAMS

DES MOINES, IOWA, OCT. 30, '43

THOSE FIGHTING TIN CANS

Have you talked about tin cans lately? Have you passed on to your listeners those figures recently released by WFB which show that only one out of every three tin cans is being salvaged? If you've seen piles of tin cans on vacant lots, or open cars of cans hauled along the railroad tracks, maybe this hardly seems possible. That's the cold, hard fact, however, and it's why the chairman of WFB has called for an intensified drive. He says that 400 million used tin cans are needed monthly for war production, and it's up to American housewives to salvage at least twice the number of cans now being collected if we're to reach that figure.

This Is Why Tin Cans Are Important:

Maybe some people think that because we've cut down a great deal on our use of canned food, the number of cans it's possible to save won't amount to much. The answer to that is that even under point rationing, American kitchens will use enough tin cans in one year to provide steel for almost 23 thousand medium tanks, or 900 destroyers. You can bring the importance

US Department of Agriculture

FOOD DISTRIBUTION ADMINISTRATION

of tin home to many of the women listening to you if you tell them that tin has vitally important medical tasks to perform. It takes 100 percent pure tin to enclose the small individual morphine hypodermic syringe (or syrette) which the wounded soldier uses on the battle field. The emergency sulphate ointments which protect him from deadly infection in the jungle are encased in tin. Those ointments also help to heal burns, and relieve injuries to the eyes. That precious blood plasma with which countless lives are being saved right at the front lines is safeguarded with tin. Tin containers of many kinds are indispensable to every branch of the armed forces, because it's the most perfect protective covering. No other metal or substitute will serve as well.

Tin is also the best protective covering for food. Tin-coated steel containers withstand shock, heat, cold, contamination, climatic changes and storage hazards which food for soldiers must meet in wartime.

Where The Tin Cans Go:

The prepared cans, (clean, open at each end, and flattened) are sent directly to detinning plants, where they're placed in a caustic solution which takes the tin off both the outside and the inside. Incidentally, only about 1 percent of the can is actually tin, so it takes a lot of cans to get any quantity of tin. The remaining scrap steel is either sent to steel mills, for use in the production of steel, or to copper mines, where it is used for precipitating copper from the mine waters. There each tin can produces its equal weight of copper.

Collection Service Improved:

In the early days of tin can salvage, collection was a serious problem, and not always well handled. Now, however, regular collections are provided in nearly all large cities, either by the city government, or by volunteers from industry. About 15,000 salvage committees are in operation throughout the country, and in addition, there are 2,000 industrial authorized agents helping in the collection and preparation of tin cans. There has been also considerable expansion during the last year of the plants which accept cans for war use.

A Woman's Job:

Tin can salvage is certainly a woman's job...something every woman can do which will be of material help in fighting the war. Make your listeners understand that tin is a fighting metal...it must be salvaged!

MAKING THE ORANGE "ORANGE"

How do you suppose the homemakers in your audience feel about an orange bearing the stamp "Color Added"? Do you suppose they have a prejudice against it? Perhaps they're reluctant to buy it, thinking it isn't ripe, although it looks perfectly all right. Maybe you even feel that way about it yourself. If this is the case, both you and they are being unfair to perfectly good oranges, and here's why.

The citrus specialist of USDA tell us it's usually the Florida and Texas

From now on, if you see a turkey in the store, you need not be afraid it's a Black Market bird. Overseas shipments for our armed forces have been met in full, and a large part of the needs for military personnel stationed in the United States. The entire turkey need for the armed forces totals less than 10 percent of this year's supply. Now that turkeys for Thanksgiving, Christmas, and New Year's dinners have been assured for our men and women overseas, the remaining supply--445 million pounds--of turkeys is now available for civilians.

HOME SLAUGHTER NEWS

In an attempt to make the requirements covering home slaughter and point-free meat consumption as clear as possible, the Office of Price Administration and the War Food Administration have jointly announced a simplified procedure. The WFA stated that an individual may now slaughter for home use without a license or permit, provided he is entitled to consume the meat point-free. OPA announced that a person is entitled to have the meat point-free only under the following circumstances:

- (1) The meat was produced from livestock which was raised from birth on a farm or other premises which he operates;
- (2) The livestock was raised for at least 60 days immediately before slaughter, on his premises;
- (3) The livestock was raised on his premises for a period during which the weight was increased by at least 35 percent.

In addition to these requirements a person must have resided on a farm which he operates more than six months of each year, or must have visited the farm for the purpose of giving personal attention and supervision to the raising of the livestock for at least one-third of the time he claims the right to consumer point-free meat.

By meeting these conditions, farmers will now be permitted by WFA to slaughter meat for home use without a permit or license. All others who slaughter meat must have a permit or license as in the past.

FATTY ACID INVENTORIES LIMITED - FDO 87

In order to provide better distribution of available supplies of fatty acid, inventories (excluding fatty acids produced by the user) will be limited to a 60 days' supply. These limitations will be based on the quantity of fatty acids used during the first six months of 1943. Non-producing users may figure their inventory as one-third of the quantity consumed in the first half of the year.

This order does not apply to crude and refined tall oil, and raw or acidulated foots from the refining of animal, vegetable, fish or marine animal fats and oils. However, it does apply to all fatty acids produced from these oils, and purchased by the users, whether distilled or undistilled. Among the common fatty acids, affected by this order are those produced from cottonseed, peanut, soybean, corn, coconut, and hydrogenated vegetable and fish oils.

oranges which bear this stamp...the law requires that oranges be marked this way, incidentally, when color is added. Wide varieties in day and night temperature and the presence of iron in the soil of California makes the color of the skin much deeper, and therefore no help is needed to make the western orange really "orange colored". (And we're not going to say anything more which might start one of those Florida-California debates!) The Florida orange, however, often reaches maturity while the skin is still green, and to get the traditional bright color, a special beauty treatment is required, so to speak. Practically all oranges go right from the tree to a coloring room. Really a gas chamber, where the action of the ethylene gas helps to change the color of the skin. Then if the color still isn't deep enough, Florida and Texas oranges are put into a dye solution, which makes it darker. As a matter of fact, only about one-third of Florida oranges require color added for deepening the orange color.

There are several important facts to remember, and to pass on to your listeners. First, these color-added oranges are ripe...under Florida law certain maturity tests are required, and these tests are more strict for the color-added fruit than for the other. Second, the dye used meets specifications of the Department of Agriculture, and is subject to government analysis at any time. Third, changing the color of the skin by this means does not in any way affect the quality or the flavor of the orange.

The early fruit is particularly slow to color on the trees, and the process of changing the color of the skin in this way has been a great help in meeting the public demand for oranges. Don't think an orange is sailing under false colors when that phrase "Color Added" is stamped on the outside. It's just another instance of science coming to the aid of nature.

MORE FACTS ABOUT BUTTER

We gave you a number of facts about the butter situation last week. Here's a bit more information, supplied by OPA, which may be valuable to you. The question has arisen as to why butter rationing isn't separated from meat rationing. The answer is that they're grouped together for the sake of simplicity. Separate rationing would require separate stamps, of course, more work for the storekeeper and more bother for the housewife. The matter of separate rationing of butter is now being considered by OPA, however, in view of the heavy consumer demand.

Perhaps you've heard people ask why the government doesn't allocate butter to regions with less than their fair share. Well, this would require the government to buy and resell all stocks of butter...a complicated system which would be tried only as a last resort. OPA hopes that the recent increase in the point value of butter will help to even up the distribution, through cutting sales in certain areas.

LID'S OFF THE TURKEYS

We checked up to the last minute hoping that the turkey story would break in time for the October 23 issue of Round-Up because we had heard rumors that the embargo would be raised at any minute. We're sorry that we couldn't get the information last week for you, but here's the general idea, just in case you don't already know about it.

A POTATO IS A POTATO IS A POTATO

That's the way Gertrude Stein might have said it...or, in a more classical mood, paraphrasing Shakespeare..."A potato by any other name..." What we're getting at is that the current Victory Food Selection on Irish potatoes is intended to include all varieties of white potatoes from Maine to Idaho, and all points North, South, East and West. The question has been raised in some areas as to just what Irish potatoes are. The answer of the War Food Administration is that the Irish potato is an all-American vegetable... and that certainly means white potatoes raised in every part of the country.

POINT VALUE POINTERS

There are several newcomers on the table of point values which became effective, Sunday, October 31. Jams, preserves and no-citrus marmalades, made their initial appearance on the ration chart with a point value of 6 for the size between 12 and 16 ounces. Jellies and non-citrus marmalades of the same size will require 4 processed food stamps. As the supply of canned fruit is short, the point values of these would have to be generally increased if fruit spreads weren't included on the ration list. Now that fruit spreads are under rationing, there will probably be a better selection of all types. Citrus marmalade was not rationed because of the large current production, and the products in it are available for increased production, if necessary. The point values of these products is based on the present stocks. If they move too fast, the values can be raised in December, and if the sale is slow a downward adjustment can be made.

Canned Fruits

Although the rationing of fruit spreads should slow down the rapid movement of canned fruits, it was still necessary to raise the point value of these fruits: Apples, berries, fruit cocktail, pears and pineapple and canned pineapple juice, tomato catsup, chili sauce, tomato sauces containing over five percent tomato solids, and those in combination packages with cheese.

Grapefruit Juice

The best news for consumers is that grapefruit juice has been lowered one point. This decrease should be a welcome way for homemakers to obtain more citrus juice in their families' diets.

Reductions in Canned Vegetables

Good news is the reduction of No. 2 size cans of beets from 8 to 5 points, and the lowering of No. 2-1/2 cans of pumpkin and squash from 21 to 15 points. Even though the point values of these canned foods have been lowered, the fresh ones should be promoted while they're available.

Off the Ration List

The new ration chart will be minus several foods this month---pickles, spiced and brandied fruits. In the frozen category, "the all other" will be eliminated. An example of this is the frozen persimmon. With the new manner of

listing each food specifically, there should be no confusion as to whether the item is rationed or not. Dried and dehydrated soups and peas and lentils have had no point value for several months. As the supply outlook for them is good, they have been entirely eliminated from the chart.

As you probably know, the jams and jellies go on the same ration list as other processed food. You might remind your listeners that the Blue Stamps X, Y and Z are good through November 20. However, starting November 1--for use through December 20--their new green stamps A, B and C in Book Four will be valid.

Butter

Everyone will be glad to hear that the point value of creamery butter remains at 16 points a pound. Although the supply of butter is at a low level, officials point out that the present point value will remain the same. Raising the value higher would likely deprive many persons their share of the limited supply. However, farm or country butter has been increased from 10 to 12 points, in order to reflect the usual decline this time of the year. Process butter has also increased two points.

Margarine and Fats

An increase of the point value of margarine from four to six points a pound was necessary in order to keep margarine evenly distributed throughout the country. In addition, shortening and cooking oils and salad oils have been increased because the demand was exceeding the supply.

Cheese

The production and consumption of Group 88 cheeses have exceeded the expected levels. This resulted in a large amount of milk and cream going into such products as cream and cottage cheese, neufchatel, and cream spread, rather than in the making of butter and other essential dairy products. Therefore, the point value has been raised from three to five points.

Meat

The point values of pork, veal, lamb, and mutton items have been reduced one and two points. It is estimated that civilian pork supply will be increased approximately 15 percent during the month of November, because of the approach of a peak season. Lamb and veal supplies will be larger than they were in October, but not in such increased quantities as pork. Beef cuts will have the same values as in October.